

# EXHIBIT 4

10/5/22, 1:00 PM

Whois pinnaclehro.com



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## Domain Information

Domain:	pinnaclehro.com
Registrar:	GoDaddy.com, LLC
Registered On:	2013-08-06
Expires On:	2023-08-06
Updated On:	2022-09-14
Status:	clientDeleteProhibited clientRenewProhibited clientTransferProhibited clientUpdateProhibited
Name Servers:	speedy1.2leaf.com speedy2.2leaf.com

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## Registrant Contact

Name:	Registration Private
Organization:	Domains By Proxy, LLC
Street:	DomainsByProxy.com 2155 E Warner Rd
City:	Tempe
State:	Arizona
Postal Code:	85284
Country:	US
Phone:	+1.4806242599
Fax:	+1.4806242598
Email:	Select Contact Domain Holder link at <a href="https://www.godaddy.com/whois/results.aspx?domain=PINNACLEHRO.COM">https://www.godaddy.com/whois/results.aspx?domain=PINNACLEHRO.COM</a>

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## Administrative Contact

Name:	Registration Private
Organization:	Domains By Proxy, LLC
Street:	DomainsByProxy.com 2155 E Warner Rd
City:	Tempe

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Whois pinnaclehro.com

State: Arizona

Postal Code: 85284

Country: US

Phone: +1.4806242599

Fax: +1.4806242598

Email: Select Contact Domain Holder link at  
<https://www.godaddy.com/whois/results.aspx?domain=PINNACLEHRO.COM>



### Technical Contact

Name: Registration Private

Organization: Domains By Proxy, LLC

Street: DomainsByProxy.com  
 2155 E Warner Rd

City: Tempe

State: Arizona

Postal Code: 85284

Country: US

Phone: +1.4806242599

Fax: +1.4806242598

Email: Select Contact Domain Holder link at  
<https://www.godaddy.com/whois/results.aspx?domain=PINNACLEHRO.COM>

### Raw Whois Data

Domain Name: PINNACLEHRO.COM  
 Registry Domain ID: 1820177789\_DOMAIN\_COM-VRSN  
 Registrar WHOIS Server: whois.godaddy.com  
 Registrar URL: <https://www.godaddy.com>  
 Updated Date: 2013-08-06T12:32:41Z  
 Creation Date: 2013-08-06T12:32:41Z  
 Registrar Registration Expiration Date: 2023-08-06T12:32:41Z  
 Registrar: GoDaddy.com, LLC  
 Registrar IANA ID: 146  
 Registrar Abuse Contact Email: [abuse@godaddy.com](mailto:abuse@godaddy.com)  
 Registrar Abuse Contact Phone: +1.4806242505  
 Domain Status: clientTransferProhibited <https://icann.org/epp#clientTransferProhibited>  
 Domain Status: clientUpdateProhibited <https://icann.org/epp#clientUpdateProhibited>  
 Domain Status: clientRenewProhibited <https://icann.org/epp#clientRenewProhibited>  
 Domain Status: clientDeleteProhibited <https://icann.org/epp#clientDeleteProhibited>  
 Registry Registrant ID: Not Available From Registry  
 Registrant Name: Registration Private  
 Registrant Organization: Domains By Proxy, LLC  
 Registrant Street: DomainsByProxy.com  
 Registrant Street: 2155 E Warner Rd  
 Registrant City: Tempe  
 Registrant State/Province: Arizona  
 Registrant Postal Code: 85284  
 Registrant Country: US  
 Registrant Phone: +1.4806242599  
 Registrant Phone Ext:  
 Registrant Fax: +1.4806242598  
 Registrant Fax Ext:  
 Registrant Email: Select Contact Domain Holder link at <https://www.godaddy.com/whois/>

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Whois pinnaclehro.com

Registry Admin ID: Not Available From Registry  
 Admin Name: Registration Private  
 Admin Organization: Domains By Proxy, LLC  
 Admin Street: DomainsByProxy.com  
 Admin Street: 2155 E Warner Rd  
 Admin City: Tempe  
 Admin State/Province: Arizona  
 Admin Postal Code: 85284  
 Admin Country: US  
 Admin Phone: +1.4806242599  
 Admin Phone Ext:  
 Admin Fax: +1.4806242598  
 Admin Fax Ext:  
 Admin Email: Select Contact Domain Holder link at <https://www.godaddy.com/whois/res>  
 Registry Tech ID: Not Available From Registry  
 Tech Name: Registration Private  
 Tech Organization: Domains By Proxy, LLC  
 Tech Street: DomainsByProxy.com  
 Tech Street: 2155 E Warner Rd  
 Tech City: Tempe  
 Tech State/Province: Arizona  
 Tech Postal Code: 85284  
 Tech Country: US  
 Tech Phone: +1.4806242599  
 Tech Phone Ext:  
 Tech Fax: +1.4806242598  
 Tech Fax Ext:  
 Tech Email: Select Contact Domain Holder link at <https://www.godaddy.com/whois/resu>  
 Name Server: SPEEDY1.2LEAF.COM  
 Name Server: SPEEDY2.2LEAF.COM  
 DNSSEC: unsigned  
 URL of the ICANN WHOIS Data Problem Reporting System: <http://wdprs.internic.net/>  
 >>> Last update of WHOIS database: 2022-10-05T20:00:47Z <<<  
 For more information on Whois status codes, please visit <https://icann.org/epp>

TERMS OF USE: The data contained in this registrar's Whois database, while believed registrar to be reliable, is provided "as is" with no guarantee or warranties regarding accuracy. This information is provided for the sole purpose of assisting you in obtaining information about domain name registration records. Any use of this data for any other purpose is expressly forbidden without the prior written permission of this registrar. By submitting an inquiry, you agree to these terms and limitations of warranty. In particular, you agree not to use this data to allow, enable, or otherwise support the dissemination or collection of any information, in part or in its entirety, for any purpose, such as transmission by e-mail, postal mail, facsimile or other means of mass unsolicited, commercial advertising or promotional purposes, including spam. You further agree not to use this data to enable high speed or robotic electronic processes designed to collect or compile this data for any purpose other than your own personal or commercial purposes. Failure to comply with these terms may result in termination of access to the Whois database. These terms may be subject to change at any time without notice.

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[godaddy.com](https://www.godaddy.com) [icann.org](https://www.icann.org) [2leaf.com](https://www.2leaf.com) [domainsbyproxy.com](https://www.domainsbyproxy.com) [internic.net](https://www.internic.net)



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## Domain Information

Domain:	pinnacleemployeeservices.com
Registrar:	Network Solutions, LLC
Registered On:	2014-10-21
Expires On:	2025-10-21
Updated On:	2022-06-21
Status:	clientTransferProhibited
Name Servers:	ed.ns.cloudflare.com fay.ns.cloudflare.com

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## Raw Whois Data

Domain Name: PINNACLEEMPLOYEESERVICES.COM  
 Registry Domain ID: 1881447720\_DOMAIN\_COM-VRSN  
 Registrar WHOIS Server: whois.networksolutions.com  
 Registrar URL: http://networksolutions.com  
 Updated Date: 2022-06-21T17:27:11Z  
 Creation Date: 2014-10-21T14:19:24Z  
 Registry Expiry Date: 2025-10-21T14:19:24Z  
 Registrar: Network Solutions, LLC  
 Registrar IANA ID: 2  
 Registrar Abuse Contact Email: abuse@web.com  
 Registrar Abuse Contact Phone: +1.8003337680  
 Domain Status: clientTransferProhibited https://icann.org/epp#clientTransferProhibi  
 Name Server: ED.NS.CLOUDFLARE.COM  
 Name Server: FAY.NS.CLOUDFLARE.COM  
 DNSSEC: unsigned  
 URL of the ICANN Whois Inaccuracy Complaint Form: https://www.icann.org/wicf/

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Andy's Digital Marketing & Recruiting  
2004 Northlake Drive, Sanford, FL 32773  
407-913-4714

**Pinnacle Employee Services, Inc.**  
2377 Gold Meadow Way, Suite: 100, Gold River, CA 95670

May 18, 2022

Dear Michael Allen,

After looking over the SEMRUSH data as well as my own independent Google Search results. I can confidently say that the Business / Website *pinnacleemployeeservices.com* is taking valuable organic traffic/potential leads away from *Pinnacle HRO* by using the "Pinnacle Employee Services" term as their own website domain.

They show up at the number 1 spot on Google for all related search results with *pinnaclehro.com* either at rank 2 or 3. Most people will always click & trust the first website that they see pop up on the search results.

Google is where millions across the globe turn first for answers to their questions, big and small. If they're lucky, they usually find them within the first few results returned. That's why websites that are on the top of Google's search engine results pages grab 36.4% of the traffic was missed by lower-ranked websites.

Simply put, ranking on the first page results in more traffic and a higher clickthrough rate, or CTA. This means more new leads and more new clients to the business. Ranking at the number 1 spot on google not only boosts your business's ability to generate traffic and leads but also increases the degree to which your audience sees your business as authentic. Data shows that web visitors think the first website at the top of Google is the more authentic business in their industry. It is a psychological game that gives you the advantage. Whether the business is large or small, a better ranking surely increases the authenticity of the business.

In one month *PinnacleHRO.com* received only 17 organic clicks with *PinnacleEmployeeServices.com* got over 559 in that same period. When looking at



the yearly organic stats, you can see that *PinnacleHRO.com* receives an average of 25-40 clicks per month. In that same year period, *PinnacleEmployeeServices.com* receives anywhere from 500 to 750 monthly organic clicks.

*PinnacleEmployeeServices.com* is making the authenticity of *PinnacleHRO.com* decrease significantly in the eyes of the public, by showing up above them with the full search term as the URL Domain.

Warm regards,

Andrew Gonzalez  
President/CEO

A handwritten signature in black ink, appearing to read "And G", with a long horizontal stroke extending to the right.